



Employment

Director of Creative Strategy — Zip Express Installation — Minneapolis, MN

Zip Express Installation (ZEI) is the largest nationwide Consumer Electronics Service with over 18,000 technicians spanning across every zip code in the US. During my time with ZEI, I was responsible for strategizing, fulfilling, and reporting on annual marketing strategies. I have handled retail relationships with companies such as Target, Amazon, BJ's Wholesale Club, ShopKo and more. Finally, my day-to-day activities were spent on a complex online direct marketing campaigns which supported direct sales for ZEI. My responsibilities included conceptual design and front-end coding.

February 2009 — April 2011

Interactive Mobile Designer — Grasp Media — Minneapolis, MN

Grasp Media was a research and development company for Popular Front Interactive Agency, testing mobile application development and providing design as an opportunity for a new business concept. During my time at Grasp Media I was responsible for creating unique iPhone App concepts, creating the designs, and supporting a developer to create a finished product.

October 2008 – February 2009

Co-Founder & Creative Director — Luxury Media Group — Edina, MN

A publishing company that focused on creating unique magazines with savvy content ranging from fashion to eating out, interior design and art and entertainment. As Creative Director I was responsible for creating the editorial structure, as well as the creative direction that separated Twin Cities Luxury and Fashion from other Minneapolis magazines. I managed the editorial schedule, creative direction and fulfillment, as well as the print quality and distribution. The magazine developed a 45,000 readership base while I was there.

February 2007 – September 2008

Freelance & Design Contractor — Minneapolis, MN

In addition to my employment I have worked with a range of companies in a contractor roll to help create new web platforms that supports marketing strategies and web applications to support companies operational systems. These companies include Midwest Reliability Organization and Ampersand Partners.

September 2006 – Present



Educational Employment

Interactive Design Internship — Colle + McVoy — Minneapolis, MN

Colle + McVoy is a leader in interactive advertising that houses high profile clients and award winning work. During my time there I worked on the creative team that developed Yearbook Yourself, a Webby award winning site that piloted many more interactive clients. I also worked on sites such as Take Me Fishing and micro sites for Case IH tractors.

June 2008 – September 2008

Education

Bachelor of Fine Arts — Graphic Design — College of Visual Arts — St. Paul, MN

May 2008

Highschool Diploma — Academy of Holy Angels — Richfield, MN

May 2004

Profession Related Skills

Adobe Creative Suite:

Photoshop

Fireworks

Illustrator

InDesign

Dreamweaver

Pre-Press skill sets on Offset / Web Printers

Pre-Press Proofing for press documents.

Density & Color Checks on industrial printers

Web Technology:

HTML

CSS

Java Script

PHP

MySQL

XML

Organization / Groups

Professional Member — AIGA Minnesota

2006 – Present

Active Member — QBN Design Community

2008 – Present

Active Member — BMW Car Club of America

2004 – Present

Active Member — AHA Alumni

2001 — Present

I am happy to provide contact information of professional references upon request.